



MEDIA OPPORTUNITIES

Driving
sustainable
investment in
African Mining

These are the opportunities that are available for you to leverage your time at Investing in African Mining Indaba 2024.



Press releases

Mining Indaba is the premier destination for over 200 journalists representing media outlets from all over the world.

As an exhibitor, if you have a newsworthy press release to share, you are welcome to send it via email or WhatsApp for it to be included in the Press Pack ahead of the Mining Indaba. Alternatively, you can bring printed copies of press releases to the Press Lounge for distribution.



Interview Opportunities

If you would like to promote your executive for one-on-one interviews on any topic which may be of interest to the media, please send the details via email or WhatsApp to include in the Press Pack or visit the Press Lounge during the Indaba.



Press briefings

Do you have a pressing industry issue, or a major announcement fit for a press briefing?

If you have a significant announcement to make and would like to host a press briefing in the Press Lounge, let us know well in advance and we will discuss a suitable time and date with you.

Please note, we try and limit these to only significant events and issues that involve a number of panellists to ensure greater interest and value for the media.

It is important to be aware that the media is very busy covering various presentations, and panel discussion and often have scheduled interviews to attend to, so only media briefings on critical industry issues or major announcements can be considered. Attendance can never be guaranteed.

All these media opportunities can be shared before the Mining Indaba. Please contact our media relations team before the event to ensure your details are included in the official Mining Indaba Press Pack.



What constitutes a newsworthy release?

1. A new strategic announcement
2. Announcement of a transaction or a project
3. A major development within the industry
4. A media conference being hosted offsite



What does not qualify as newsworthy?

1. That you are exhibiting at the Mining Indaba
2. That the company's CEO has just presented
3. That you are hosting a social event